

... WE RISE TO THE OCCASION ...

THE HUB

A Business Proposition.

In making these remarkable prices we are not trying to undersell others in the business—we think we do that all the time, quality and tailoring considered. We have come to that point in this season's business where the spectre necessity looms up big behind an immense stock of goods. We have reached the conclusion that we had rather see these clothes walking around Richmond at your prices than see them piled up here at ours. Our guarantee is behind every single item we sell, whether it is below cost or not.

Men's \$15 Overcoats, \$9.75.

\$9.75 Men's Overcoats, 50 inches long, made of black Kersey and Thibets, Oxford Kerses and Thibets and Cheviots; also fancy mixtures with belted back; best quality all-wool serge lining, satin sleeve lining, hair cloth front, velvet or collars of same materials. These coats are of superior workmanship and have been our best sellers at \$15.00, are sold elsewhere for \$18.00, and will be sold here until Christmas **\$9.75** at.....

Men's \$10 Overcoats, \$6.50.

\$6.50 Men's Overcoats, 44 or 48 inches long, made of black Cheviot, Oxfords, in several shades, lined with Farmer satin, wide skirts, full backs, and silk velvet collars, **\$6.50** a regular \$10 Overcoat, for....

Men's \$25 Overcoats, \$15.

\$15.00 Men's Very Fine Overcoats, 50 and 52 inches long, made of imported black Cheviots, Vicunas, Oxfords and fancy mixtures, lined with imported Farmer satin, Italian cloth or wool serge, all hand-made and filled collars, hand button holes and in fact is a genuine hand-made coat throughout. These coats have been sold right along at \$20 and \$25. Christmas week **\$15.00** prices make them.....

Men's \$10 Suits, \$6.50.

\$6.50 Men's Strictly All-Wool Suits, made of mixed Cheviots or black Clay Worsteds, ivory buttons, neatly made button holes; Farmer satin coat lining and silesia sleeve lining. Every Suit made with the same snap as our finest suits because they are made by the same tailors; a regular \$10 Suits, for..... **\$6.50**

Men's \$20 Suits, \$15.

\$15.00 Men's Suits of Imported Black Thibet; the crucial tests of the well-made Suit are the padding, the button-holes, collars, linings and inside workmanship; these garments will bear the closest inspection, because they will not swag. Every stitch of hand-work which is done on \$25.00 and \$30.00 Suits as well as the cloths used, will be found in these Suits **\$15.00** at.....

Boys' \$3.50 Suits, \$2.29.

\$2.29 Boys' Wool Suits, made of Cheviot and Kerses, in navy blue and mixtures, with Farmer satin linings, reinforced seams patent excelsior waist-bands and riveted buttons; ages 8 to 17 years; a **\$2.29** tip top \$3.50 School Suit, for....

Boys' \$3.50 Overcoats, \$1.98.

\$1.98 Boys' Overcoat, long cut, ages 8 to 15 years, made of Oxford Cheviots, with velvet collars and Farmer satin lining; a regular \$3.50 Coat, for.... **\$1.98**

75c Corduroy Knee Trousers, 39c.

39c for Boys' Corduroy Knee Trousers, ages 4 to 6 years, made with hip pockets, taped seams, excelsior waist-bands and riveted buttons. These are the regular 75c garments.

Boys' 30c Shirt Waists, 10c.

10c Boys' Laundered Shirt-Waists, 4 to 13 years, large variety of patterns, worth just three times as much. These are special for Monday only, at..... **10c**

Regal Hats, \$3.

each, our celebrated Regal Soft and Derby Hats, of the finest fur felt made. Every Hat guarantee or replaced. **\$3.00**

Uncle Sam Shoes.

\$2.50 Uncle Sam, a genuine Welt Shoe for \$2.50; better grades in the same \$3 and \$3.50. In the Boys' sizes, they are \$2 to \$3.

Men's Furnishings.

You will not find a single back number in our entire collection, because it was selected by an expert, who knows his trade. In Jewelry, Ties, Underwear, Shirts, Half Hose, Gloves, Umbrellas, and in fact everything, we have the latest at the least prices.

50c The latest fad in a Sweater and Muffler combined—it is called Jersey's Muffler—made of all-wool Jersey ribbed knit goods. They are black or white, each. A very handsome line of Pure Silk Mufflers, all black grounds, with different colored designs. Some have initial embroidered on corner, all have neat quilted lining. They are seven inches wide and thirty-six inches long; a regular 75c. Muffler and the best in the city **45c** for that price, at.....

electric car, I want a train, car tracks, coal car and coaches. Also bring me a velocipede, some candy, nuts and anything else you can find for me. I am a very good little boy.

Your little boy,
LEON ALLEN WOODY,
290 N. 19th St.

12-16-03.
Dear Santa Claus, I'll now try to write And tell you what to bring me On that dear X Eve night.

I'll go to bed real early,
And close my eyes real tight,
And not wake up until morning,
When I know you will be out of sight.

Before I go to bed I'll clean out the chimney
So you will not get all full of soot;
And then you can go out the front door,
Which behind you will look when it's shut.

Now I will tell you what I want,
Which in a very few words I'll explain;
First of all, a nice little wagon,
With two horses, and a nice little train.

By the chimney you'll find my stocking,
All clean and ready to be filled
With candies and nuts and apples,
But then there is something else still.

I want some great big, pop-crackers,
That will make a great deal of noise,
And then, if you don't think that this is enough,
You can bring me some nice little toys.

Now I'll close my letter,
And mail to The Times-Dispatch,
Which, if they get it, will be like their want ads.
The result which is always success.

MAT MOLTZ,
No. 135 S. Cherry St.

Richmond, Va., Dec. 16, 1903.
Dear Santa Claus, as X is drawing near, I'll tell you what I want, and make it very clear.
But if I should be disappointed Christmas morning I will find my eyes full of tears.

First, I want a velocipede,
To ride all through the street;
And next I want my stocking full
Of everything nice and sweet.

Then I want a wheelbarrow,
To help mamma carry wood, and, by the way,
If you think we will have very much snow,
I'll be glad if you'll bring me a sleigh.

Then I want a hook and ladder,
An engine and horses so swift,
Then a hose wagon and nice little horse,
That can outrun engine company No. 6.

Of course, I've not mentioned pop-crackers,
Which I expect to come just the same.
My address is 135 So. Cherry St.,
And Irvin Moltz is my name.

Richmond, Va., Dec. 15, 1903.
My Dear Santa: As it is almost Christmas again and I want you to bring me a chair, work box and dress, two or three of my dolls for me. I won't expect very much this Christmas as I have lots of toys and things. Bring me some candy and nuts. I go to school every day and have a real nice teacher.
Your little girl,
M. RUTH COLLIER.

Richmond, Va., Dec. 15, 1903.
Dear Santa: I want you to bring me an overcoat and a horn and some candies and nuts. I am getting so large that I do not want you to bring me much. And I go to my grandma's every Christmas and I am getting so big you ought to bring me a bicycle.
Your little boy,
BOB COLLIER.

Dear Santa Claus: I am a little boy, and my mother says I am the best in town. Please bring me a boy doll, a funny man, a stove, a little pan to cook my bread in, a Xmas tree, some candy, a little cane, an automobile, a tooth-brush, a horse and anything else that you can spare a good little boy.
LITTLE ALFRED VAUGHAN,
307 S. 4th St.

Dear Santa Claus: Please bring me an engine with run by itself, a hook and ladder, automobile, some building blocks, nuts and candy and lots of good things. Please bring that nut for my express wagon that you lost on your way here last Xmas. I am sick with a bad cold. Don't forget I have moved.
Your little boy,
LINDARD LEAKE,
232 M. St., City.

Dear Santa Claus: I thought as other children were writing I would write too. I want you to bring me a doll with great long hair, a little lamp, painting, book, a game of dimes and authors, a set of combs and brushes.
Yours truly
MARY SPINDLE,
600 N. 10th St.

Richmond, Va., Dec. 16, 1903.
Dear Santa Claus: I thought I would write you a little letter. I am a little girl five years old. I want a doll, baby carriage, wash stand, wash stand set, wash tub with a spicket, painting book with crayons, nuts and candy.
Your little friend,
ORA SPINDLE,
600 N. 10th St.

Richmond, Va., Dec. 16, 1903.
My Dear Santa Claus: Please bring me a doll, a ring and a baby carriage, a tea set and a nut and fur, and some candies and nuts. From your little girl,
EDNA POWELL,
200 S. Pine St.

Puliton.
Dear Santa: I am your little boy, four years old, so don't forget me. I want you to bring me a wheelbarrow, drum, devil in band box, automobile, nuts, candy, raisins, and anything else you can bring.
I am your little boy,
HINTON BEW,
No. 710 L. St.

Puliton.
Dear Santa Claus: I am a little boy six years old and I want you to bring me a wheelbarrow, automobile, gun, devil in band box, nuts and candy, raisins and anything else you can bring.
Your little boy,
AUDREY BEW,
No. 104 Louisiana St.

Richmond, Va., Dec. 13, 1903.
Dear Santa Claus: I am a little boy two years old and I have had a good boy since I saw you last. And I want you to bring me a horse on swing, doll baby all dressed in pretty clothes, tea set, cup and saucer, ball, cap, and a pretty Christmas tree, and candy and nuts, and anything else you can bring.
Your little boy,
RAMON NORWOOD REDFORD,
No. 280 1-2 E. Clay St.

Puliton.
Dear Santa: I am your little girl nearly two years old. This is my first Xmas, so don't forget me. I want a rocking chair, baby carriage, piano and anything else.
Your little girl,
MADELINE PEAY,
714 Louisiana St.

Richmond, Va., Dec. 13, 1903.
Dear Santa Claus: I am a little girl four years old and live at No. 714 Louisiana St. I was living on Church Hill last Xmas, so be sure and come to see me down in Puliton, also at my Grandma's on Church Hill, 714 North 23rd. I want you to bring me a doll, boy doll, set of dishes, Table, infant go cart, tub and board, broom, cradle, high chair, horn, set of furniture, stocking full of candy, nuts.

From your little girl,
MARIE PEAY,
No. 714 Louisiana St.

Richmond, Va., Dec. 13, 1903.
Dear Santa Claus: I am a little boy 7 years old. I wish you would bring me a cyclone wagon and a writing desk, a lot of fireworks, candy and nuts. Bring me an automobile. Good-by.
Your little boy,
ROY GRUBBS,
413 Nicholson St.

Richmond, Va., Dec. 13, 1903.
Dear Santa Claus: I am a little boy 7 years old. I wish you would bring me a cyclone wagon and a writing desk, a lot of fireworks, candy and nuts. Bring me an automobile. Good-by.
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ROTHERT & COMPANY.



BEFORE THE LAST HORN BLOWS

SPECIAL PRICES ON ALL High-Grade Rockers, Lamps, Clocks, Watches, Rings & Fobs, China Cases, Desks, Combination Cases, Sideboards, Extension Tables, Book Cases, Parlor Suits, Fancy Chairs, Mirrors, Bric-a-Brac, Cabinets, Music Cabinets, Box Couches, Pictures,

Last Week's Rush

was gratifying—and little wonder—the advantages of buying your Holiday Presents here were never better than at the present.

For the past ten days we have been receiving and unpacking the finest lot of useful gifts. We mention a few specials:

Rocking Chairs, Cane, Leather, Rattan and Polished Wood.

No matter what others charge for the same goods Rothert & Co. sell them for less.

Don't Forget Baby.
Just in a nice line of
1904 Go-Carts.



Only Store in the City That is Showing These Advance Styles.
Prettier Than the Last and Less in Price.

Rothert & Co.,

Fourth and Broad Sts.
No Matter What Others Ask, We Will Sell It for Less.



Handsome Scrap Books,

To Preserve
THE POEMS YOU OUGHT TO KNOW.

Prices, 15 and 25 cents. By Mail, 35 and 45 cents.

TIMES-DISPATCH Business Office.

the wagon and a little pair boots, some tannin and nuts, 2 pot tuckers, and I want a little Santa Claus with blue pants on, and sleigh and I hope you is well and little doggie.

Your little friend,
NOLAN BOIVEN,
604 Graham St.

(Continued on Fourteenth Page.)

LETTERS FOR SANTA CLAUS.

(Continued from Twelfth Page.)

Richmond, Va., Dec. 15, 1903.
Dear Santa Claus:
I want you to bring me a tool box, horn, wagon, candy, nuts and some fireworks. This is all I want, so please don't forget your little boy.
LENWOOD GRIFIN,
1203 Twenty-eighth Street.

Richmond, Va., Dec. 16, 1903.
Dear Santa Claus:
Please bring me a set of dishes, doll baby and carriage, set of furs. I am a real good little girl and live at 1823 W. Main St.
GLADYS C. ODELL.

Richmond, Va., Dec. 16, 1903.
Dear Santa Claus:
I am a little boy only 4 years old and want you to bring me a drum, horn, overcoat and a velocipede, now please don't forget me. I live at 1823 W. Main St.
Your little boy,
WILBUR H. ODELL.

Richmond, Va., Dec. 14, 1903.
Dear Santa Claus:
I would like very much for you to bring me a writing desk and a sleigh and a small doll. I would like for you to dress my large doll over again, and I want some candies and nuts.
Your little boy,
LILLIE NERLAGE,
510 1-2 South Laurel Street.

Richmond, Va., Dec. 14, 1903.
Dear Santa Claus:
I want you to bring me a big doll and a go-cart and a set of dishes that I will not break and a Xmas tree, candles and nuts. I will hang my stocking up for you.
GENEVIEVE QUINN.

Richmond, Va., Dec. 15, 1903.
Dear Santa Claus:
I'm a little boy two years old, and I want you to bring me a horn, a drum, a horse and a wagon, and also some fireworks, and some candy and nuts.
Good-bye, from your little boy,
WARREN CLARK,
310 24th Street.

Richmond, Va., Dec. 14, 1903.
Dear Santa Claus:
I want you to bring me a large doll baby, a pair of kid gloves, a silk umbrella, a box of kankerscherls, a bottle of cologne and anything else nice which you will think I want. I will have to

close for I haven't much time to write.
Your little friend,
FOLSON CLARKE,
No. 394 S. Linden Street,
Dec. 14, 1903.

Dear Santa Claus:
I thought I would drop you a few lines to let you know what I want Christmas. I want you to bring me some nice handkerchiefs, gold rings, pair of red gloves, doll baby and a large piano. Don't forget to bring me some candy, nuts and oranges, and I want whole lots of fireworks.
ETHEL WOLF.

Manchester, Va., Dec. 15, 1903.
Dear Santa Claus:
I will now write you a letter for Christmas. I want you to bring me a piano, a table, a tea set, a dollie, a nice hat and clock, and some good things for a play dinner. I hope this is not too much for me. I will be a little girl and remember you.
Truly yours,
JOSIE SCHAFER,
402 W. Broad St.

Dear Old Santa Claus:
I am a little boy just four years old, and I would like you to bring me lots of nice things and bring my little sister, something, too, and among the nice things I want you to bring me a little sled.
Your little boy,
RYLAND MOORE,
Richmond, Va.

Richmond, Va., Dec. 15, 1903.
Dear Santa Claus:
I thought I would write you a few lines to let you know what I want this Christmas. Santa, I only want one thing and that is a Silver Watch. My little sister 5 years old, she wants a nice doll baby a go-cart, a china closet and a piano. My brother he wants big sleigh and a nice story book. Santa that is all we want this Xmas. We all join in love to you hoping to see you Xmas, so good-bye.
Dear Santa,
Our names are Mamie Forristal, Henry Forristal, Willie Forristal; our address is 212 E. Main St., Richmond, Va.

Richmond, Va., Dec. 15, 1903.
Dear Mr. Santa Claus: Please bring your little boy some good things Christmas. Bring me a tool chest, a horse and some fireworks and some candy and some nuts. I don't want you to bring me much, cause I want you to give a heap of things to the other little boys

Richmond, Va., Dec. 15, 1903.
Dear Santa Claus: I am a little boy three years old. I won't ask you for much this year, as I have lots of toys just bring me a talking doll baby and a baby carriage and a trunk to put my doll clothes in and a Christmas tree.
MARGARET SOLARE,
3703 E. Main St.

Richmond, Va., Dec. 15, 1903.
Dear Santa Claus: Please bring me an engine, hook and ladder. I want an

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